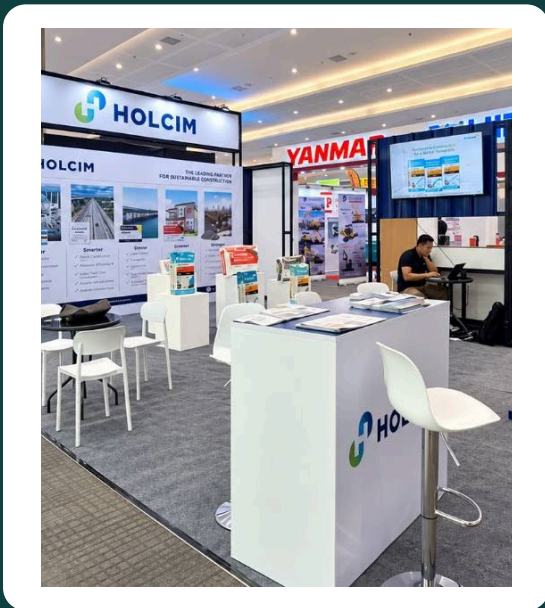


FREE EXHIBITOR GUIDE · PHILIPPINES EDITION

Trade Show & Exhibition Booth Planning Checklist

A step-by-step guide to planning a trade show or exhibition booth in the Philippines that gets noticed, from the first brief to the last day of the show.



Inside this guide

- Your trade show booth planning timeline, from 4–6 months out to show week
- What to check in your exhibitor manual before you design
- Exhibition booth types and sizes, and what each one is good for
- What drives your trade show and exhibition booth cost
- A design checklist for an exhibition booth people actually stop at
- The brief your exhibition booth contractor needs for an accurate quote

Pictured: ProjectCre8's Holcim trade show booth at PhilConstruct 2026 Davao, a Best Booth nominee.

1. Your trade show booth planning timeline

Custom trade show and exhibition booths take time to design, approve, fabricate and install. Use this as a guide and adjust it to your show's deadlines.

4–6 MONTHS BEFORE

- ☐ Confirm the show, your booth space, size and location on the floor plan
- ☐ Set your goals: leads, product launch, brand awareness, partner meetings
- ☐ Agree on a budget range and who approves the design internally
- ☐ Get the exhibitor manual and note every deadline

3–4 MONTHS BEFORE

- ☐ Brief your booth contractor and request a 3D design and quotation
- ☐ Prepare brand assets: logos, key visuals, product photos, messages
- ☐ Decide on demos, games, giveaways or other visitor engagement

6–10 WEEKS BEFORE

- ☐ Approve the final 3D design, materials and finishes
- ☐ Submit booth plans and contractor details to the organizer if required
- ☐ Order power, internet, furniture and AV listed in the exhibitor manual
- ☐ Finalize printed graphics and send print-ready files

2–4 WEEKS BEFORE

- ☐ Confirm the ingress (setup) and egress (dismantling) schedules
- ☐ Book booth staff, uniforms, lead-capture tools and giveaways
- ☐ Plan product delivery, storage and who receives items on site

SHOW WEEK

- ☐ Inspect the finished booth against the approved design before opening
- ☐ Brief your team on key messages and how to qualify leads
- ☐ Keep the booth clean, stocked and well lit every day

AFTER THE SHOW

- ☐ Follow up with every lead within the week, while they still remember you
- ☐ Review results against your goals and note what to improve next time

2. Read your exhibitor manual first

Every show has its own rules. Check these before your booth is designed, so nothing has to be changed later.

Deadlines

- ☐ Booth design submission and approval
- ☐ Contractor registration or accreditation
- ☐ Orders for power, internet and rentals

Build rules

- ☐ Maximum booth height and hanging signs
- ☐ Open sides and wall setbacks
- ☐ Fire-safety and material requirements

Schedule

- ☐ Ingress (setup) dates and hours
- ☐ Egress (dismantling) dates and hours
- ☐ Delivery and loading-dock access

On-site services

- ☐ Electrical load and outlets per booth
- ☐ Venue-supplied furniture and AV
- ☐ Exhibitor badges and passes

3. Choose the right exhibition booth type

Booth type	Best for
Shell scheme (organizer's standard booth)	First-time or smaller exhibitors who need a simple, fast setup. Improve it with custom graphics, lighting and product displays.
Raw space, custom build	Brands that want to stand out. You design the whole booth: structure, branding, lighting, meeting areas and interactive zones.
Inline (1 open side)	Budget-friendly. Put your strongest branding on the back wall, facing the aisle.
Corner (2 open sides)	More foot traffic from two aisles. Good for product displays on both sides.
Island (4 open sides)	Maximum visibility for larger booths, often 36 sqm and up. Allows tall headers, meeting rooms and full brand experiences.

4. What drives your trade show & exhibition booth cost

Two booths of the same size can cost very differently. These are the factors that move the number most.

- ☐ **Size and height** of the booth
- ☐ **Custom build vs. rental systems**
- ☐ **Materials and finishes:** wood, acrylic, metal, fabric
- ☐ **LED walls, screens and lighting**

- ☐ **Interactive features:** games, demos, photo spots
- ☐ **Venue and logistics,** especially outside Metro Manila
- ☐ **Rush timelines** and night work
- ☐ **Reuse:** parts you can store and use at the next show

Tip: Share a budget range in your brief. A good contractor will design to it and show you where to spend for the most impact, instead of you redesigning after the quote.

5. Exhibition booth design checklist

- ☐ Brand visible from the aisle, at eye level and above
- ☐ One clear message visitors understand in seconds
- ☐ Real products on display, not just graphics
- ☐ Good lighting that makes the booth feel premium
- ☐ A reason to stop: demo, game, raffle or photo spot
- ☐ A seating or meeting area for serious buyers
- ☐ Hidden storage for stock, bags and giveaways
- ☐ A simple way to capture leads, such as a QR code

6. What to send your exhibition booth contractor

- ☐ Show name, dates and venue
- ☐ Booth size, number and open sides
- ☐ Your goals for the show
- ☐ Products and items to display
- ☐ Logos and brand guidelines
- ☐ Must-haves: storage, meeting area, LED, etc.
- ☐ Budget range
- ☐ Your internal approval deadline

Planning your next trade show or exhibition booth?

ProjectCre8 handles 3D booth design, in-house fabrication and installation for trade shows and exhibitions across the Philippines, including WORLDBEX, PhilConstruct and MIAS.

Send us your brief and we'll prepare a design and quotation for your booth.

Request a Quotation → projectcre8.com/contact